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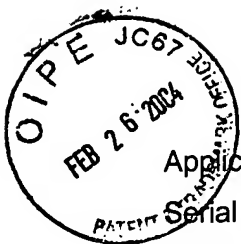
TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/686,967	
	Filing Date	October 16, 2003	
	First Named Inventor	Channing K. Barringer	
	Art Unit	3629	
	Examiner Name	TBA	
Total Number of Pages in This Submission	2	Attorney Docket Number	60655.2600

ENCLOSURES (check all that apply)		
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Howard I. Sobelman, Reg. No. 39,038 Snell & Wilmer L.L.P.
Signature	
Date	February 23, 2004

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Applicant(s): Channing K. Barringer, et al.

Attorney Docket No.: 60655.2600

Serial No.: 10/686,967

Group Art Unit: 3629

Filed: October 16, 2003

Examiner: TBA

Title: SYSTEM AND METHOD FOR
INCORPORATION OF PRODUCTS AND
SERVICES INTO REALITY TELEVISION

Confirmation No.: 8084

POWER OF ATTORNEY BY ASSIGNEE

AND CERTIFICATE UNDER 37 CFR 3.73(b)

American Express Travel Related Services Company, Inc. (hereinafter "Assignee"), a corporation having a place of business at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, certifies that to the best of Assignee's knowledge and belief, it is the assignee of the entire right, title, and interest in and to the above-captioned United States patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the Assignee.

Ownership of the above-identified patent application is established by virtue of the following documentary evidence that has been reviewed by the undersigned:

An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

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Please send all further correspondence to Snell & Wilmer L.L.P. at the above address.

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Title: Stephen P. Norman, Secretary

Date: 2-19-04